



U.S. ENVIRONMENTAL PROTECTION AGENCY

Office of Pesticide Programs  
Antimicrobials Division (7510P)  
1200 Pennsylvania Ave., N.W.  
Washington, D.C. 20460

NOTICE OF PESTICIDE:

Registration  
 Reregistration  
(under FIFRA, as amended)

EPA Reg. Number:

91685-2

Date of Issuance:

2/12/16

Term of Issuance:

Unconditional

Name of Pesticide Product:

FloraFresh® Floral Quality Care  
Solution

Name and Address of Registrant (include ZIP Code):

Nicola D. Cowen, M.Sc.  
Authorized Representative of Puricore Inc.  
Exponent, Inc.  
1150 Connecticut Ave, NW  
Suite 1100  
Washington DC, 20036

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Antimicrobials Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered under the Federal Insecticide, Fungicide and Rodenticide Act.

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is unconditionally registered in accordance with FIFRA section 3(c)(5) provided that you:

- 1. Submit and/or cite all data required for registration/reregistration/registration review of your product when the Agency requires all registrants of similar products to submit such data.

Signature of Approving Official:

Demson Fuller, Product Manager 32  
Regulatory Management Branch II  
Antimicrobials Division (7510P)

Date:

2/12/16

2. Make the following label changes before you release the product for shipment:
  - Revise the EPA Registration Number to read, “EPA Reg. No. 91685-2.”
3. Submit one copy of the revised final printed label for the record before you release the product for shipment.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Compliance.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. Your release for shipment of the product constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records. Please also note that the record for this product currently contains the following CSFs:

- Basic CSF dated 11/23/2015

If you have any questions, please contact Srinivas Gowda by phone at (703) 308-6354 or via e-mail at [gowda.srinivas@epa.gov](mailto:gowda.srinivas@epa.gov)

Sincerely,



Demson Fuller, Product Manager 32  
Regulatory Management Branch II  
Antimicrobials Division (7510P)  
Office of Pesticide Programs

Enclosure

## FloraFresh® Floral Quality Care Solution

For use in 1) Retail establishments, such as: grocery stores, florists, convenience stores, or other stores with fresh floral displays; 2) Wholesale floral establishments that receive, pack, and ship fresh-cut flowers; 3) Growing or harvesting operations engaged in production of fresh-cut flowers.

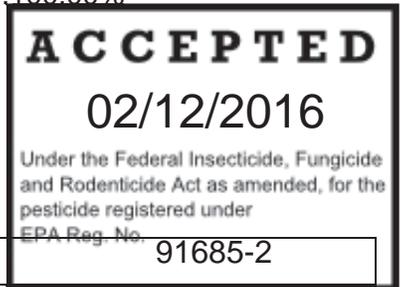
**Water additive to control spoilage, decay, slime and odor-causing microorganisms in solutions used for the maintenance and display of fresh flowers**

**Controls spoilage, decay, and odor-causing non-public health microorganisms in floral maintenance/display solutions**

**Controls spoilage, decay, and odor-causing non-public health microorganisms on floral surfaces and waters used for display or storage**

**Reduces the level of non-public health microorganisms on stems or other processed flower surfaces**

<b>Active Ingredient:</b>	
Hypochlorous Acid* .....	0.3%
<b>Inert Ingredients</b> .....	99.70%
<b>Total</b> .....	100.00%
*Contains 4000 ppm (0.4%) Free Available Chlorine (FAC)	



**KEEP OUT OF REACH OF CHILDREN  
 CAUTION**

<b>FIRST AID</b>	
If in eyes:	<ul style="list-style-type: none"> <li>Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing.</li> <li>Call a poison control center or doctor for treatment advice.</li> </ul>
If on skin or clothing:	<ul style="list-style-type: none"> <li>Take off contaminated clothing.</li> <li>Rinse skin immediately with plenty of water for 15-20 minutes.</li> <li>Call a poison control center or doctor for treatment advice.</li> </ul>
<p>Have the product container or label with you when calling a poison control center or doctor or going for treatment.</p> <p>For general information on product use, etc., call the National Pesticides Information Center at 1-800-858-7378. For emergencies, call the poison control center 1-800-222-1222.</p>	

Manufactured by:  
 Puricore Inc.  
 508 Lapp Road  
 Malvern, PA 19355  
 Ph: +1.484.321.2700

EPA Reg. No.: 91685-E  
 EPA Est. No.: 91685-PA-001  
 Net Contents: \_\_\_\_\_ gal

**PRECAUTIONARY STATEMENTS  
HAZARDS TO HUMANS AND DOMESTIC ANIMALS**

**CAUTION:** Causes moderate eye irritation. Avoid contact with skin, eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

**DIRECTIONS FOR USE**

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

**When used as directed, FloraFresh® Floral Quality Care Solution will:**

- [Reduce] [Control] decay, spoilage, slime, or odor-causing non-public health microorganisms in flower maintenance or display solutions
- Kill 99.999% of the non-public health organisms *Pseudomonas* and *Enterobacter*
- Effectively kills non-public health pathogens and spoilage organisms in the bucket/vase water
- Clean buckets and vases by eliminating slime build-up and biofilm (green slime) in the water
- Combines antimicrobial properties with a natural floral nutrient to keep all cut flowers fresher longer
- Control [turbidity and] [microbial] [bacterial] growth in floral bucket water [to prevent stem blockage, improving water and nutrient uptake and enhance the overall fresh image of your floral department]
- Control spoilage, decay and odor-causing non-public health microorganisms in flower maintenance or display solutions
- Control spoilage, decay and odor-causing non-public health microorganisms on stems or other processed flower surfaces

**Optional Marketing Claims:**

- FloraFresh® Floral Quality Care Solution eliminates bucket scrubbing labor [leaving time for more selling]
- FloraFresh® Floral Quality Care Solution keeps stems free from blockage
- Provides balanced nutrition to cut flowers to maintain vase life and home life for increased customer satisfaction
- Consistently delivers the appropriate, pre-measured amount of product during each bucket fill

- Innovative solution specially formulated to keep your bucket water free from slime build-up
- FloraFresh® Floral Quality Care Solution controls pot-fouling and off odors
- FloraFresh® Floral Quality Care Solution does the heavy work to control biofilm (green slime) that builds up on your floral buckets and vases
- Simplifies: use one solution for all cut flowers

**To treat fresh-cut flowers or solutions used for the maintenance or display of fresh-cut flowers:**

- This product may be used in water or solution placed in vases, buckets, or other transport containers to reduce the levels of spoilage, decay, slime, or odor-causing non-public health microorganisms.
- FloraFresh® Floral Quality Care Solution will control the growth of spoilage, odor, slime, or decay-causing non-public health microorganisms in floral maintenance or display solutions.
- FloraFresh® Floral Quality Care Solution will control the growth of spoilage, odor, slime, or decay-causing non-public health microorganisms on stems or other processed flower surfaces.

**Use Instructions:**

**[Wall-Mount Diluter]**

1. Dispense FloraFresh® Floral Quality Care Solution into desired vase, bucket, or other appropriate container. The wall-mounted diluter provides a solution of FloraFresh® Floral Quality Care Solution containing approximately 25-60 parts per million (ppm) of free available chlorine (FAC).
2. Re-cut stems using clean shears and place desired stems or flowers into FloraFresh® Floral Quality Care Solution immediately. Ensure a minimum contact time of two (2) minutes to achieve a 99.999% kill of the non-public health organisms *Pseudomonas* and *Enterobacter*.

**[Floral Dip Use]**

1. Alternatively, FloraFresh® Floral Quality Care Solution can be used to dip fresh stems as a surface cleaner prior to immersion in a holding solution.
2. Dispense FloraFresh® Floral Quality Care Solution into desired vase, bucket, or other appropriate container.
3. Immerse freshly cut flower stems into FloraFresh® Floral Quality Care Solution for a minimum of two (2) minutes
4. Remove flowers from solution and place immediately for display

**Use Controls:**

1. The concentration of free available chlorine (FAC) shall range from 25-60 ppm.
2. Test strips will be supplied to insure that the FAC of the treatment solution is maintained above 25 ppm.
3. If the free available chlorine falls below 25 ppm, check to ensure that concentrate jug is dispensing correctly, or replace if empty.

**Alternate Brand Names:**

FloraFresh® Floral Antimicrobial Solution  
FloraFresh® Vase Antimicrobial Solution

**STORAGE AND DISPOSAL**

Do not contaminate water, food, or feed by storage and disposal, or cleaning of equipment.

**Pesticide Storage:** Store the product upright and away from sunlight. Keep container tightly closed and store in a cool, well-ventilated area.

**Pesticide Disposal:** Wastes from this use of this product must be disposed of on site or at an approved waste disposal facility.

**Container Handling:** Nonrefillable container. Do not reuse or refill this container. Offer for recycling if available or reconditioning if appropriate or puncture and dispose of in a sanitary landfill or by incineration.

Batch code XXXXXX